

The Impact of the Korean Diaspora Community on the Republic of the Philippines

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Abstract: The past years have seen the spreading and influence of the Korean diaspora around the world. Philippines happens to be the top country in Asia with the biggest Korean diaspora community. This influx of Koreans into the Philippines largely for trade and touristic purposes has prompted studies into various diplomatic influences on the Philippines. Koreans now form one the biggest diaspora community in the Philippines causing them to slowly effect the lifestyles of Filipinos through culture which is popularly known as the hallyu. The Korean government also has strong diplomatic ties with the Philippine government especially since it provides aid to the Philippines. Many researchers still contemplate on whether these ties are more of a soft power Korea is using on the Philippines. This paper will hence elucidate the impact of the Korean Diaspora community on various aspects or levels of diplomacy.

Keywords: diaspora, soft power, hallyu, cultural diplomacy, public diplomacy, traditional diplomacy.

1. INTRODUCTION

Diaspora as the soft power of Korea:

Joseph Nye, who devised the term soft power, describes it as getting others to want the results that you want (Nye, 2004). Nye maintains that soft power is grounded on attraction and coaxing rather than coercion. Nevertheless, Lee Geun (2009) claims that soft power is grounded on soft resources such as ideas, images, symbols, know-how, discourses, culture, and traditions. Lee describes soft power as the ability to construct the preferences and images of self and others through ideational or representative resources that lead to behavioral variations of others (Lee, 2009). Lee (2009) argues that the latter description is systematically clearer and more appropriate to non-hegemonic countries, unlike Nye's notion, which, as per Lee, emphasizes on global leadership. Soft resources are changed into soft power, intentionally or inadvertently, by generating new ways of thinking, an appeal, or a fear in the minds of the recipients in the short-range, which may have long-range impacts when the short-range changes are fixed as common sense or behaviors (Lee, 2009). Nevertheless, for soft resources to be transformed into soft power, the former should be able to contact the marketplace of notions without being hindered by cultural holes (Pachucki & Breiger, 2010) or a cultural sieve (Zaharna, 2010). Moreover, the marketplace must also be useful (Kroenig et al., 2010). The term public diplomacy has been in usage since the 1960s, but it became well known after Joseph Nye devised the term soft power in 1990. The former has become even more popular since the 9/11 attacks. Current methods describe public diplomacy as a tool used to understand cultures, attitudes and behavior; to shape and manage relationships; and to influence thoughts and assemble actions to advance their welfares and values (Gregory, 2008). Public diplomacy is a tool but not the only tool, used to produce and utilize soft power (Nye, 2011).

In spite of its fast rise as the "Miracle of the Han River," Korea has restricted hard power assets. Korea spent about 40 years at the beginning of the twentieth century under colonial rule, and then experienced a peninsular division that produced a devastating war and continued parting of nearly 70 years. The continuing threat from the North also cruelly limits Korea's hard power. The international perception of Korea is that there is an ever-present sense of uncertainty, and this impression is recurrently denoted as the "Korea discount" because of its negative impact on global business. Korea's inadequate natural resources and heavy dependence on trade further limits its hard power. For example, Korea's foreign trade estimated to 110 percent of its GDP this year.

As Korea begins to place focus on public diplomacy Korea is nevertheless rich in soft power resources. Firstly, Korea's fast growth is helping as a model for developing countries as it has the distinction of thus far being the only nation to move from being an aid beneficiary nation to an aid donor nation. Not only did its economic growth happen over the short period of just several decades, during this time, it also advanced to become a model of democratic steadiness.

Korean companies are becoming major global companies. Thirteen of the companies enumerated in the latest Fortune Global 500 are Korean companies. Just a little over twenty years ago, Korean electronics companies were selling lower grade products, but are now contending with the world's top companies. Similarly, the quality of Korean factory-made vehicles has increased its share in world markets. The brand imaging of Korean companies has been significantly improved to now match that of other world class brands.

Additionally, another of Korea's soft power resources is hallyu, which literally means the Korean wave. Presently, there are 830 hallyu fan clubs in over 80 countries accumulating to over 6.7 million members. The most prominent sources of hallyu are K-pop, television dramas, and movies. Psy's song Gangnam Style is poised to be in the top 10 of Billboard's Hot 100 (currently ranking 11th) and Korean director Kim Ki-duk just gained the top prize at the Venice Film Festival for his movie Pieta.

Hallyu is much more than just ordinary music, movies, and television dramas. Sports is also important component, and Koreans have many notable accomplishments in this area. Recently, Korea placed fifth in the London Olympics. Its soccer team won the bronze at the London Olympics. Its baseball team won the gold in the 2008 Beijing Olympics and has constantly done well in international competitions. Figure-skater Yuna Kim won the hearts of people all over the world with her world-record stunning skating performance during the 2010 Vancouver Olympics and has pushed herself to world fame. Soccer star Ji-Sung Park also became a popular name through much of the world after stellar performances in many World Cup tournaments and playing in the English Premier League.

Korea has also proven its competence as a host for major sporting events since it held the 1988 Summer Olympics. Since that period, it has co-hosted the 2002 World Cup with Japan and in 2011 had the honor of being the first Asian country to hold the IAAF World Championships in Athletics. Korea was also looking forward to hosting the XXIII Olympic Winter Games in PyeongChang in 2018. In addition to holding major sporting events, its native sport of Tae-Kwondo is growing in fame with over 70 million practitioners across 190 different countries, and is now an certified Olympic event.

Another significant feature of hallyu is Korean food, as Korea is home to one of the world's internationally well-known cookeries. Korean restaurants are situated in cities all throughout the world as Korean food remains to grow in popularity. Preeminent restaurant food consulting company, Baum Whiteman, termed kimchi as "The food ingredient of 2012" while asserting that Korean food is poised to become a significant international food trend.

For people learning foreign languages, Korean used to be well-thought-out as a boutique language, but over 640 universities and 2100 schools all over the world now offer courses in the Korean language. Additionally, there are 90 King Sejong Institutes all over the world where people can study Korean, and 14 more institutes are under planning. Korea has been conveying Korean language specialists overseas to meet the call for Korean language learning, and this past year saw the inauguration of a Korean language school in Bau-Bau, Indonesia for a local tribe that chose to use Hangul, the Korean writing system, as the alphabet for its language.

The Korean traditional style of dress termed hanbok is also turning into an influence in some fashion circles, as proven by celebrities such as Britney Spears and Nicky Hilton dressed in hanbok style clothes. The hanbok's colorful style and profligate design in both its blouse and dress are exclusive to Korea and complements stylishness to the Korean holidays when the hanbok is traditionally worn. As other countries, particularly those in Asia, look to Korea for fashion trends, the hanbok's influence is becoming more prominent.

One of Korea's most significant soft powers is its advancement in cutting edge IT. Korea is often stated as being the most connected nation in the world, having a infiltration degree greater than 100 percent for wireless broadband access. Last year, the Economist Intelligence Unit classified Korea number one on its Government Broad Band Index. The number of functioning mobile phones also more numerous than the population, and it is approximately unheard of in Korea to lose cellular phone reception. Everyday usage of social networking sites has additionally empowered Internet operators, and this extensive access to information that goes across borders gives Korea a preeminent soft power instrument with its advanced information technology.

This cutting edge technology has caused social networking to be a tremendously significant public diplomacy instrument. Korea's Ministry of Foreign Affairs and Trade (MOFAT) lately launched a podcast and also uses Facebook and Twitter to link to the public. Social networking sites are particularly influential in Korea and are even used to spread information to the aging. Messages distributed via this medium reach both citizens and the media. It is of greatest significance that Korea remains unified on issues concerning its history and maritime territory, and social networking sites are an exceptional venue by which to attain this.

Regardless of the fast growth of Korea's high-tech industry and the growing fame of Korean music and movies, it still holds the significant soft power asset of its scenery, traditional culture, and values. These remain a stable keystone of Korean culture, and a foremost reason tourists visit Korea is to see its ancient sites. Korea has 23 sites either designated by or under review by UNESCO (United Nations Educational, Scientific, and Cultural Organization) as World Heritage Sites. These sites comprise the magnificent Changdeokgung Palace Complex, which is exclusively famous for its beautiful garden scenery and serenity that inspires people to disremember that they are in the middle of Seoul. Other prevalent sites consist of the Seokguram Grotto and Bulguksa Temple situated in Gyeongju. This sitting Buddha and adjoining temple are almost 1400 years old and display extraordinary and unique handiwork.

Korea's stress on education is another significant soft power instrument, which is entrenched in its Confucianist principles. Not only does Korea have the world's peak education enrollment rate and least education dropout rate, but both the Korean government and Korean families dedicate a great portion of their resources to education. A major portion of Korea's overseas cooperation programs are devoted to schools, research laboratories, and vocational centers. People all over the world come to Korea for education and training, and Korean specialists share their know-how with developing countries. President Barack Obama on many occasions has referred to Korea as an example the U.S. should look to in view of educational improvement. PhD statistics are approximately impossible to track, but the recurrent report that Korea has the uppermost per capita of PhDs in the world is another proof of the great value it puts on education. An educated population gives Korea a stable benefit in executing public diplomacy.

Another value entrenched in Confucianism is familial piety. This value refers to the reverence one has for parents and ancestors. Confucius taught that having accord in each home would bring harmony to the country. A longing to revere one's ancestors brings about a sense of duty to live an ethical life, which also includes the characteristic of loyalty, trust, propriety, and integrity. These values aided Korea attain industrialization at a fast pace, and its future will hinge on how efficiently these values are passed down to future cohorts. These are instruments that can help foster trust and cooperation amongst nations as these values are exported overseas.

Korea's exceptional style of oriental medicine is another traditional component of its culture gaining ground abroad. Although mainly grounded on Chinese traditional medicine, Korean oriental medicine has established many traits exclusive from Chinese traditional methods that are being noted by the rest of the world. Acupuncture, particularly, is growing in acceptance as a method of treatment and has instigated the medical community to take note. So why should Korea now implement public policy? As it commences to play a progressively significant role on the world stage, a firm commitment to public diplomacy will aid Korea gain more reverence on the international stage. Although public diplomacy makes use of soft power tools, a synchronized strategy will aid Korea gain ground economically as it sets a foundation from which to enlarge its business interests abroad. A well-founded policy will also enlarge Korea's economy by encouraging trade and attracting investment and tourism.

The separation of the Korean peninsula further stresses the significance of public diplomacy. A practical public diplomacy policy can contribute to a steadied Korean peninsula by reaching out to the international community. As Korea demonstrates its national vision through public diplomacy outreach exertions, it can increase its soft power influence to become a more prominent global actor. A rise in relations with the citizens of the global community will not only enhance Korea's soft power assets, but aid the world better appreciate Korea's geopolitical situation and pursue for a stable and peaceful Northeast Asia.

Within the past decade, South Korea has concentrated its efforts on structuring new partnerships and increasing bilateral cooperation across areas and regions. To this goal, public diplomacy has been contained as a key tool for advancing Korea's national image as an appropriate international actor. While politically this has taken the form of an opinionated self-branding as a middle power, at a more universal point, Korea is ever more concentrated on charming the hearts and minds of citizens across regions through the dynamic showcasing of its cultural products, with "hallyu" as the central

piece of the puzzle. Even though hardly quantifiable through instant diplomatic accomplishments, this developing pattern of K-culture diplomacy answers to the tangled goals of national branding and nurturing friendly views of Korea. A third, more concrete, goal relatively follows an economic justification: improving exports through the soft marketing of Korean goods. Overall, the application of cultural diplomacy hence is geared at a long-term vision of building a type of international social wealth that will preferably help to sustain South Korea's diplomatic and economic connections in the coming years.

Whereas the origins of the Korean Wave can be tracked back to 1997, its stable and unanticipated globalization outside North and Southeast Asia provoked an immediate response from the Korean government, which grabbed the opportunity to surf on the current of hallyu by supporting cultural industries as early as 2002. The close partnership of institutions such as the Ministries of Culture, Sports, and Tourism and Foreign Affairs with some of the biggest entertainment companies in the end gave rise to the doubling of exports for video games, TV shows, and music between 1999 and 2012. For that year alone, the approximated value of exports in cultural industries stood at approximately \$4.2 billion.

2. DIASPORA AND CULTURAL DIPLOMACY

Recently, there has been an influx of Korean popular culture all over the world. It started from a small part of East Asia and has been scattered out to the world, as well as East Asia, Southeast Asia, Europe, and the Americas. Korean famous cultural products, also branded as the "Korean Wave" (Hallyu in Korean) varies from television dramas, movies, popular music (K-pop), dance (B-boys), and to a minor extent video games, food, fashion, tourism, and language (Hangul). The term Korean Wave was created by the Chinese press (Hanliu in Chinese) a little more than a decade ago to denote to the popularity of Korean pop culture in China. The famous idol group H.O.T.'s concert held in Beijing gave the opportunity for Chinese press to devise the term: The success begun with the export of Korean television dramas (mini-series) to China in the late 1990s. Since then, South Korea has risen as a new center for the creation of transnational pop culture, exporting a variety of cultural products to neighboring Asian countries. Lately, Korean pop culture has begun dispersing from its comfort zone in Asia to more global viewers in the Middle East, Africa, Europe, and the Americas (The Korean Wave, 2011). Simultaneously, the Korean government has tried to take the advantage of the Korean Wave as a policy tool to better its cultural and public diplomacy. Under Lee Presidency, the Korean government has placed "complex diplomacy" and "value diplomacy" as the foremost policy goals to better cultural and public diplomacy along with boosting national image and national brand. The Ministry of Foreign Affairs and Trade and the Presidential Council on Nation Branding have been particularly desiring to take advantage of the popularity of the Korean Wave to uphold Korean national interest and to improve Korean images in the world.

Korea's fast economic revolution from being one of the underprivileged countries during the 1950s to being a member of the Organization of Economic Co-operation and Development (OECD) in 1996 astonished the world and is frequently referred to as the 'Miracle on the Han River'. Within a period of a few decades, Korea became an economic capital and one of the biggest producers and exporters of steel, ships, automobiles, cell phones, etc. In recent years, Hallyu or the 'Korean Wave' has spread throughout the world by amazement. The term simply denotes the popularity of Korean cultural products such as Korean music, dance, dramas, movies, food, fashion, cosmetics, etc. across Asia and other parts of the world. The cultural industries have transformed into some of the new influencers of economic growth in Korea and have been producing billions of dollars for this export-dependent country. The Korean Government has been playing a vital part in the enhancement of these cultural industries through cultural diplomacy.

The cultural collaboration between South Korea and neighboring countries in the region may hence work as an efficient bridge or buffer between the West and Asia (Ryoo, 2007). South Korean television shows and movies depict themes that Asian viewers can relate to easily than those of Western entertainment because Korean dramas characteristically deal with family problems, love and familial piety in an age of altering technology, and often strengthens traditional values of Confucianism (Ryoo, 2007). Spectators usually agree that the most probable explanations for the popularity of South Korean shows, singers, and movies all over Asia include South Korea's high-income levels, the close cultural closeness and empathy they share with neighboring Asian countries (Ryoo, 2007). As a result of these and other economic progresses. South Korea is currently the twelfth principal economy in the world, and its entertainment companies are able to fund shows and movies with production values much higher than in most of Asia (Ryoo, 2007). Some of the neighboring Asian countries have made a perpetual reaction as to the rise of Korean Hallyu however it's completely different in the Philippines. Ever since the local television industry imported foreign shows, Filipinos are open minded for

new shows. The Philippine television was initially given a Chinese soap opera and ultimately Japanese anime. Later on, the propagation of Mexican telenovela highly affected households. It even became a giant in Philippine primetime viewing because it overcame a mammoth evening newscast because of the wave of Mexican telenovela, local dramas were progressed into diverse ways like the technicalities, the plot and even the castings. For nearly two years, local primetime viewing was superseded by Mexican telenovelas till the commencement of Korean drama through *Endless Love* (2004) and *Lovers in Paris* (2004). From then on, the Philippines experienced the presence of the Korean wave. But what more thrilling in terms of the advent is the coming of the much impressive *My Name is Kim Sam Soon* (2005), *Jewel in the Palace* (2005) and *Boys Over Flowers* (2009).

Since 2002, the Korean government has hence implemented a range of policies with K-pop and K-dramas at the focus of its cultural diplomacy and nation branding efforts. Some of these encompassed the formation of the Council on Nation Branding in 2009, the implementation of attractive slogans such as “Dynamic Korea,” and the nomination of hallyu stars as tourism ambassadors.

Nevertheless, a more current and most fascinating innovation in these strategies and policies has been the steady insertion of K-culture as a fundamental element of President Park Geun-hye’s summit diplomacy. For the two years, Park’s state visits have nearly unvaryingly comprised of her involvement in large-scale cultural events highlighting both Korean popular and traditional culture. In this way, this tactic has shown a capability to cater to local welfares, fan-bases, and cultural backgrounds. For example, in April 2015, São Paulo held the “Fashion and Passion” festival during Park’s official visit to Brazil, reverberating the city’s well-known fashion week. In April this year, the K-Soul Festival in Mexico City exhibited a well-adjusted blend of popular, traditional culture, and sports—with taekwondo being predominantly prevalent in that country. There, Park articulated her wish for Korea and Mexico “to become one through sports and the arts.” In the same way, during the first ever Korean state visit to Iran on May 1-3, the “Korea-Iran One Heart Festival” was at the epicenter of the K-Culture Week in Tehran. Highlighting generally traditional culture, cuisine, and poetry, the events also encompassed the promotion of Korean historical dramas, which have been amazingly prevalent in Iran.

At the outset of each of these events, Park has strongly emphasized the importance of cultural exchanges for promoting understanding between Korea and its partner countries. In other words, K-culture diplomacy can be seen as an effort to bridge geographic and linguistic barriers by crafting cultural proximity and, in so doing, strengthening the foundations of Korea’s diplomatic partnerships in the long-run.

And, while cultural collaboration between Korea and Iran can be slackly tracked back to about 1,500 years ago, this is unquestionably not the case with Latin America. For a region where even 20 years ago Korea was quite unknown, the increasing popularity of the Korean Wave is a most startling phenomenon. In Peru, the estimated rate of viewership for K-dramas is now at around six percent, much higher than the two percent for nationally fashioned soap operas. There, just as in most other Latin American countries, Korean dramas are now broadcasted using national broadcasting channels, which both echoes and promotes their widespread fame. As for K-pop, a myriad of fan-clubs have been fashioned in the region and some of them even met with the South Korean president at a special event during her state visit to Peru last year.

Even though unanticipated at first, this phenomenon has incited an active reply from the Korean government, with a majority of its embassies in Latin America now organizing annual K-pop competitions, often funded by the local branches of conglomerates. In Argentina, the Korean Cultural Center and Samsung Electronics collaborated to host the first Latin American K-Pop Competition in 2010, attracting contestants from 10 countries and for which Miss Argentina 2010 presided as the K-Pop Ambassador.

Beyond music and dramas, the Korean Wave has also captured and spark a general interest for Korean culture among young Latin Americans. Suggestive of this is the inauguration of two new Korean Cultural Centers in Mexico (2012) and Sao Paulo (2013), in addition to the one situated in Buenos Aires since 2006. With regards to language, it is also demonstrative that there are now 11 Korean language schools run by the King Sejong Institute in seven Central and South American countries.

In total, even though these trends are evidently generational and could well be characterized a sub-culture, they do reflect a general rise in cultural consciousness about Korea in the region within the last decade. In this sense, while the Korean Wave has played somewhat as an entryway for familiarizing Latin Americans with Korean culture, its potential effect for Korea-Latin America relations goes well beyond hallyu itself.

On the one side, this may enhance an increase in demand for Korean products, which will come in handy as Korea pushes forward with quite a lot of new free-trade treaties in the region. On the other side, it suggests at the success of a tactic that synchronizes opportunity and strategy for transforming culture into a connecting, rather than separating, factor. Charming the hearts and minds of citizens overseas may thus become an advantage for Korea's long-term relations with countries that are geographically and linguistically far away, be it in Latin America or the Middle East.

Yet, as frequently pointed out by critics, it remains unclear exactly what kind of national brand is Korea trying to display through hallyu—this is, besides its national brands. And, while soft power may well yield socio-political benefits in the long-run, as of now, these are at best uncertain. But in the face of falling exports, the short-term economic impact of K-culture diplomacy is definitely clear.

3. DIASPORA AND PUBLIC DIPLOMACY

Starting last decade, the Korean Ministry of Foreign Affairs (MOFA) has been receptive to calls for reorganizing the Ministry to advance the practice of public diplomacy. Officially began in 2010 (Song & Moore, 2012), progression of Korea's public diplomacy reflects the current development in public diplomacy practice and the academic dissertations. As a result, two significant variations have occurred: First better appreciation of the complexity of public diplomacy and second structural restructurings within the MOFA. Until lately, public diplomacy was understood just in marketing terms, as a means to label Korea as an attractive country. In fact, fashioning a positive image of Korea was look upon as the decisive goal, and the brand marketing strategy encompassed one-way communication with the target viewers. The Presidential Council on Nation Branding was created during President Lee Myung-Bak's regime to accomplish this objective. Nevertheless, the Council was terminated in less than four years. The Public Diplomacy Act II was approved in 2016, and it represents the recent dissertation in the field, also denoted to as new public diplomacy (Pamment, 2012). lately, the complexity of public diplomacy has been recognized and valued; as a result, its coverage has been extended beyond nation-branding. The act also helped as the basis for launching the Public Diplomacy Committee. The Committee organized its first meeting on August 10, 2017, a year after the Act came into execution as a result of the impeachment and the subsequent political chaos. The Committee is directed by the Minister of Foreign Affairs and comprises legislatures from the national and local governments, as well as people from the private sector and the academe. It is too early to assess the Committee's efforts, but a whole-of- government approach to public diplomacy and supplementation from the private and the non-profit sectors were essential to conquer the lack of organization and redundancies in Korea's public diplomacy practice (MOFA, 2017). In this framework, the whole-government-approach is able to integrate public diplomacy into all facets of diplomatic practice without essentially utilizing the term public diplomacy (Pamment, 2016). The Committee has allotted Korea Foundation (KF) to carry out public diplomacy inventiveness (MOFA, 2017). Under MOFA's leadership and KF's organization, it is anticipated that the Committee will step up collaboration between central government agencies or between central government agencies and provincial governments, using the private sector's public diplomacy competences, and intensify public consciousness and social consent about public diplomacy (MOFA, 2017). Korea 's First Basic Plan on Public Diplomacy (2017–2021) shall aid as a guideline for the Moon Jae-In administration. The plan was implemented in the Committee 's first meeting (MOFA, 2017a) and is grounded on the following vision: Attractive Korea Communicating with the World Together with Citizens (MOFA, 2017). Additionally, it also entails four goals: one is improvement of Korea's status and image by means of rich cultural resources, two will be circulating accurate information about Korea, three will be building a friendly and strategically conducive environment for Korea's policies and finally sanctioning agents of public diplomacy and motivating collaboration among them (MOFA, 2017). Furthermore, the following strategies have been selected to attain these goals: First of all, cultural public diplomacy making use of Korea's cultural resources. Secondly, knowledge public diplomacy aims to revise erroneous information about Korea and endorse Korean studies. Third is public diplomacy policy which intends to make Korea's policies more understandable and available to other countries and to the foreign residents in Korea. Forth is the Public Diplomacy Program of Korean Citizens which sanctions Korean citizens to become citizen public diplomats, and finally the Public diplomacy infrastructure will improve the effectiveness of the above strategies (MOFA, 2017). Moreover, Park Enna, Korea's Public Diplomacy Ambassador, recommends that the future direction of Korea's public diplomacy needs to move one step more from addressing only foreign publics through exchange programs, which she terms public diplomacy 2.0 and should also address world citizens by contributing to global governance objectives and the availing of global public goods catching up with the most advanced version of public diplomacy, specifically public diplomacy 3.0 (Park, 2017). In summary, public diplomacy is no longer perceived as a tool to simply forecast a positive image of the country to

foreigners through one-way branding. Likewise, it is also perceived that public diplomacy entails a whole government approach. In other words, it has been known that the MOFA cannot do this without help of the various governmental agencies must have coordination among themselves. Citizens' participation is also thought of as crucial for attaining effective public diplomacy results, an important upgrading from the traditional understanding that esteems governmental organizations as the selected agents of public diplomacy (MOFA, 2014, 2015, 2016). Furthermore, the progresses in Korea's public diplomacy have led to structural reforms of the MOFA. Until lately, public diplomacy was only managed by the Cultural Diplomacy Bureau, even though it was the MOFA's Cultural Diplomacy Manual that coined cultural diplomacy as a secondary concept of public diplomacy (MOFA, 2010). As an outcome of the new structural reforms, the subsequent divisions are now in control of public diplomacy. The Policy Planning Directorate and the Cultural Diplomacy Bureau. The previous is responsible for charting foreign policies and making sure that the policies are communicated efficiently to foreign publics. The last continues to emphasize utilizing Korea's cultural resources to accomplish public diplomacy goals. More prominently, Korea now has a more vested Public Diplomacy Ambassador, whose prime duty is to oversee public diplomacy policies and activities, and the Ambassador directly reports to the Minister (Karaman, 2016).

September 11, 2001 marked the commencement of the twenty-first century. The 9/11 happening showed that the type of diplomacy engaged in up until that time was no longer enough, and also set the stage for an extremely diverse diplomatic environment from that practiced during the Cold War. Not only did 9/11 bring out the restrictions of traditional diplomacy but globalization, the quick advance of information technology (IT), and the international stage's continuously varying political situation continue to thrust the world into a new environment where traditional diplomacy is no longer enough.

Traditional diplomacy was principally grounded on collaboration between government officials and hard power that pursued goals based on military and economic strength. The 9/11 event obliged the United States to understand the confines of hard power and revise public diplomacy. Notwithstanding being the world's global influence, it did not efficiently win a sense of friendliness and acquaintance from much of the world, and also failed in transmitting an understanding of the appeal of its standards and organizations. Public diplomacy is geared towards captivating the hearts and minds of foreigners. Governments are not without help in passing public diplomacy, but enterprises, nongovernment organizations (NGOs), and even private citizens can play a big role. Unlike main actors in traditional diplomacy, these new actors use the soft power tools of culture, values, media, technology, sports, and economic collaboration. Hard power methods comprising the exporting of one's goods and services overseas. Soft power approaches encompass the introduction of one's culture and values, which encourages understanding and friendly relations.

Within the last several years, information technology novelty has taken public diplomacy to a new standard by making it easier for citizens to access information and express thoughts across borders. With this transformation, regular citizens are playing a superior part in influencing foreign policy. Public diplomacy involves not only charming the hearts and minds of foreign citizens, but also encouraging understanding and support from a country's own citizens with respect to its foreign policy. Even though democratic societies have uninterruptedly been aware of public view in fashioning international policy, this has become much more imperative as rapid technology advances have made citizens more politically interested.

Another emphasis of public diplomacy is global enterprises and NGOs. Governments must foster relationships of trust with these organizations as they continue to play a progressively influential part in formulating international standards regarding climate change, human rights, and national security. As nations partner to move the hearts and minds of foreigners, they must also take into account the perspectives of international organizations when creating a national vision for use in the international community. Municipal governments are also indispensable partners in promoting public diplomacy. The dealings of these actors with counterparts all around the world is a treasured advantage for governments in advocating for public diplomacy. Having been realized in 2010, Korea's public diplomacy is just in its baby stage. In a striving move, MOFAT set out to make public diplomacy the third pillar of its diplomatic plan in addition to political and economic diplomacy. After founding the Korea Public Diplomacy Forum in 2010, Korea voted its first Ambassador for Public Diplomacy in September 2011 while founding the Public Diplomacy Policy Division in its Cultural Diplomacy Bureau.

In spite of public diplomacy being a new undertaking, Korea has already instigated numerous programs. This comprised its first "I love Korea, because..." video challenge, in which contestants submitted a three-minute video about Korea on YouTube. Not only were the judges astonished to receive over 1400 entries from 110 countries, but they were astonished

at the high-level quality of the entries. Amongst the video entries, 769 referenced the theme of K-pop, 631 promoted Korean nature and scenery, 624 spoke about the scrumptiousness of Korean food, 524 praised the qualities of traditional Korean culture, 498 honored Korean film and television, 309 acknowledged the Korean people, 308 exalted Korea's economic development and advanced technology, 195 were about the Korean language, 108 had Korean historical themes, and 88 were full of Korean sports related themes.

The broadcasted awards ceremony highlighted some of today's up and coming K-pop artists. Apart from the award beneficiaries being chosen as "Friends of Korea," the grand prize award winner from Tokyo proved how public diplomacy wins the hearts and minds of foreigners as she showed gratitude Korea for inviting her regardless of diplomatic problems that were happening between Korea and Japan. She voiced out her optimism in fluent Korean that cultural exchanges like the one she was partaking in would help strengthen understanding. This was an illustration of public diplomacy in action.

As an extension of the "Friends of Korea" program, MOFAT is also putting efforts to launch a program called "Honorary Ambassadors of Korea." This includes Korean overseas missions choosing candidates among celebrities, sports stars, musicians, and artists to represent Korea to its individual local populations. Having a public figure from one's own country endorse the positive characteristics of Korea appears to be an effective public diplomacy tool.

Korea is also developing several foreign scholarships, educational exchange, and vocational programs. The Global Korea Scholarship program has been in existence since 2010 and offers scholarships for students to study in Korea. The Korea Public Diplomacy Scholars Group offers teaching and scholarly resources to professors abroad that have experience with Korea. As professors share these resources, their students develop a positive image of Korea.

The Korea International Cooperation Agency (KOICA) has founded over 60 vocational institutes abroad to assist those in developing countries and also accommodates foreigners to Korea for training programs. This kind of cooperation in education and training builds strong networks with other countries, particularly developing countries, and should be further established as Korea develops its public diplomacy strategy.

Another latest development is a resource center called the "Korea Corner." This includes choosing previously existing libraries to have a section with resources about Korea. The "Korea Corner" is provided with books, journals, software programs, CDs, and DVDs about Korea. The centers will have Korean brand computers and televisions and will simply not be places where one can do research relating to Korea, but also enjoy Korean music and movies. Such centers will allow foreigners to feel a connection to Korea, and plans are ongoing to create a "Korea Corner" in Iraq, Indonesia, and Bangladesh.

In the face of these initiatives, Korea's public diplomacy is suffering from some short comings. Because it was only started a couple of years ago, public awareness on the essence of public diplomacy is low, and some areas in the government fail to comprehend its significance. Therefore, there are significant budget and organizational limitations, and a small organization within MOFAT is charged with its enactment.

Another threatening challenge is that public diplomacy resources are dispersed. Public diplomacy functions are scattered across quite a lot of different central government ministries in addition to public diplomacy functions within several municipal level governments. The lack of a "control tower" to fashion strategies and assign resources across these several functions leads to wastefulness and inefficiency.

Korea's strategy will be to reorganize its public diplomacy policy with a guiding vision synchronized across all functions in each level of government. This vision will then enforce policy goals of public diplomacy to better Korea's national image. Korea will then adjust a personalized version of this master plan that takes local norms and culture into consideration when structuring outreach programs in each individual country.

The legislative front is indicative of a growing backing for public diplomacy in the National Assembly. Presently, there are legislative bills proposed and debated in the National Assembly intended at expanding Korea's public diplomacy by creating a consultative commission to manage a master plan among all levels of government while increasing financial support for public diplomacy. The enactment of this legislation is anticipated to make a contribution to Korea's public diplomacy.

Public diplomacy strategy should not only concentrate on winning the hearts and minds of foreigners, but also understanding the significance of domestic public views and their support for foreign policies. An amended public diplomacy strategy will make sure the Korean government recognizes the opinions of its citizens while helping them see the background of its foreign policies. Citizens already utilize social networking sites as an efficient sounding board, and Korea is working to be more approachable by paying attention to its citizens and utilizing crusades to spread accurate information. As citizens partner with the government in attaining public diplomacy, it becomes even more important for the government to use social networking means and the Internet to keep updated on public opinion. Making sure that messages are precise and correctly timed is crucial to building an effective national image.

Citizens are not only partners with the government in crafting public diplomacy policy, but also in executing it. Korea is working to make citizens conscious of their significance as “citizen diplomats,” because a foreigner’s attitude towards Korea is principally shaped by the individual Koreans he or she encounters. Helping citizens appreciate this idea can help overcome the bad perception of Koreans. Social networking sites also permit governments to ready citizens with the essential tools to implement public diplomacy. Making accessible applications on social networking sites associated with government policies, tourism, and cultural interests permitting citizens to share them with interested individuals they know worldwide. Citizens will have the ability to download these applications and resources from MOFAT’s website and utilize them how they wish. This lets citizens to disseminate the message without the danger of having the message be misinterpreted as propaganda.

Even though only two years have passed by since its official implementation, Korea has introduced quite a lot of signature programs of public diplomacy. This year saw the fruitful accomplishment of the “Quiz on Korea” and “I Love Korea, because...” competitions. The continual hallyu success has given the government a launching point from where to begin. The National Assembly has acknowledged the significance of public diplomacy by suggesting associated legislation.

There are still thoughtful challenges that may come up as time goes by. Resources in manpower and budget are still not enough, and numerous programs are not well synchronized between multiple government organizations. Inter-ministerial synchronization and public awareness campaigns can expectantly correct these shortages, and a rising awareness of public diplomacy in the government and National Assembly can lead the way to increase its organization.

Korea has already initiated its first phase and is now commencing its own public diplomacy programs. Even though there will be challenges, its rich source of soft power assets will prepare it for a fruitful journey. Citizens now have better prospects and are playing a bigger role in modern society. Public Diplomacy is no exclusion and is most productive when citizens, NGOs, corporations, academics, and the media have better chances to connect and interact with their foreign counterparts. Therefore, an efficient strategy will exploit public campaigns to inculcate responsiveness and understanding of public diplomacy’s significance and permit private actors to play a part. As citizens acquire a direct voice in creating of public policy, collaboration between governments and civil society is crucial, and the success of modern diplomacy will mainly hinge on how well civil society is joined into its formulation.

4. DIASPORA AND SOUTH KOREA-REPUBLIC RELATIONSHIP

Joint relations between the two countries that is Korea and the Republic of the Philippines begun on 3 March 1949 when the Philippines turn out to be the fifth country to acknowledge the Republic of Korea, which was inaugurated on 15 August 1948. The alliance was strengthened by the Philippine deployment of the Philippine Expeditionary Force to Korea (PEFTOK) in the Korean War in the 1950s to aid South Korea guard itself from the incursion of the North.

After the Ceasefire, the ROK sent H.E. Kim Yong-Ki as its first Ambassador to the Philippines on 19 January 1954. In May of the same year, the Philippines founded an embassy in the ROK led by Minister Tomas de Castro, who was chosen as Envoy Extraordinary and Minister Plenipotentiary of the Philippines in the country. In 1958, the Philippines established an Embassy in Seoul under Ambassador Eduardo Quintero. The bond bloomed in the course of the decades through collaboration in both bilateral and multilateral fronts. In the multilateral setting, they are now collaborating meticulously in the UN, FEALAC, ASEM, APEC, ARF, EAS and ASEAN+3.

South Korea is presently a key trading partner of the Philippines. In 2006, South Korea was the highest sender of visitors to the country, with more than half a million arrivals. Both governments have inaugurated several agreements at the bilateral level, including, for labor, the Employment Permit System. Collaboration between the two countries in the political, security, economic, socio-cultural and development fields is likely to continue as both parties attempt to further reinforce relations.

The Philippines is an active ally of the inter-Korean peace process and resolution efforts. It unites the international call for the denuclearization of the Korean Peninsula as a vital step for the security and sustained economic development of the region and strongly promotes a diplomatic solution to the North Korean nuclear problem, mainly through multilateral negotiation. High-level policy meetings between the Philippines and South Korea are held on a regular basis. On December 17 2014, Philippine president Benigno Aquino III recommended to his South Korean counterpart Park Geun-hye that the two countries should establish a “comprehensive strategic partnership” during a joint meeting in Seoul on the sidelines of the 25th ASEAN-Republic of Korea Commemorative Summit. Aquino’s suggestion was a vital step in a growing partnership between the two countries as the Philippines looks to revolutionize its military, in part to counter China’s growing presence and assertiveness in the South China Sea, which Manila deems the West Philippine Sea.

Philippine communications secretary Herminio Coloma, Jr. said Aquino’s partnership pitch entailed of a broader plea to shared values and shared coercions and challenges, but he declined to disclose more specifics.

However, defense and security issues plainly included prominently in his visit as they have in the affiliation. Coloma said Park reiterated South Korea’s defense collaboration agreement with the Philippines, which includes 12 FA-50 fighter jets from state-owned Korea Aerospace Industries (KAI) as well as donations of a patrol war corvette, a landing craft utility and 16 rubber boats. The two sides also deliberated regional security worries, including the situation in the Korean Peninsula and the South China Sea.

Aquino also later met with KAI President and Chief Executive Officer Sung Yong-ha and South Korean air force officials at Gimhae Airbase to examine the fighter jets, which were likely to be brought to the Philippines beginning in 2015. Aquino also echoed that China had tried to block South Korea’s sale of FA-50 fighter jets to Manila. Reports had surfaced in October that Beijing had asked Seoul more than a few times not to sell the jets to the Philippines, as well as before a summit between the leaders of the two nations on October 17. South Korea formally denied the claim but officials allegedly secretly acknowledged that the reports were accurate, saying that it had to do with contending claims in the South China Sea. China had also objected South Korea’s pronouncement to give a 1,200-ton patrol boat and a landing vessel to the Philippines earlier that year, supposedly for similar reasons. An official at the Chinese Embassy in Seoul visited the South Korean foreign ministry in June to appeal that the move be annulled.

Since the standstill between Filipino and Chinese forces over the Scarborough Shoal in 2012, which Beijing in the end seized, the Philippines has intensified its efforts to protect its claims in the South China Sea presenting a legal claim to a court of arbitration in The Hague and strengthening its own military modernization efforts in the Philippines. Just a month prior to this, Aquino announced a plan to devote \$2 billion on defense procurement before 2017. China responded to these efforts by trying to diplomatically segregate Manila.

Aside from defense ties, Aquino and Park talked about other issues in the partnership, including education, tourism, police cooperation, and disaster relief at their summit. Aquino voiced out hope that South Korea would elongate its troop deployment in the Philippines, which was sent the previous year to help it recuperate from the devastating Typhoon Haiyan. Seoul also inked a \$500 million loan agreement with Manila. Apart from the comprehensive partnership with Seoul, the Philippines has also pursued strategic partnerships with other countries in the Asia-Pacific of late, such as Australia and Japan, which uphold defense and security collaboration.

Notwithstanding Philippines’ Independent foreign policy, South Korea will continue to be one of the Philippines’ strongest allies, President Duterte guaranteed his counterpart in Seoul at their bilateral summit. “The Philippines’ independent foreign policy acknowledges the significance of friends like South Korea in building the environment necessary for us to grow together,” Duterte said to the South Korean President Moon Jae-in at the Cheong Wa Dae or the Blue House, the official seat of the Korean leader. The President’s two-day official visit ended with the signing of five agreements intended at improving collaboration in technology, agriculture, infrastructure and the like. “Our restricted meeting has shown us that ours is a special relationship that can only grow stronger with political commitment.” Duterte said he continues to be positive about seeing progressive growth for Manila-Seoul relations. “I am pleased to discuss ways to move our relations further forward,” he said. He also uttered support for Moon’s “New Southern Policy” that intends to better link South Korea with the Association of Southeast Asian Nations (ASEAN) and increase the economic influence of Asia’s fourth chief economy, home to more than half a billion people. “The Philippines welcomes the Republic of Korea’s New Southern Policy. As I said before, the Philippines’ destiny is in Asia. We need to work with friends and partners like South Korea to achieve shared aspirations for our people and region,” he said. Previously, Duterte had

announced that he desired to acquire military equipment from South Korea to make up for the sparring of the procurement of 16 Bell choppers from Canada. “A deeper engagement with South Korea, our long-standing partner and true friend, is essential to further strengthen individual and collective efforts for greater peace, progress and prosperity,” he said. Duterte spoke about the Philippines and South Korea’s strong ties, which started 70 years ago. “We recognize long and deep ties between our two countries and people. During the Korean War, we fought side by side in defense of freedom and democracy. That is a legacy that must be remembered and continuously reaffirm,” Duterte said. After his part, Moon warmly thanked Duterte for welcoming his invitation to visit Seoul and share in putting forward the countries’ interests. “I find it very meaningful that we were able to have such discussions and reaffirm the friendship and trust between the two of us,” he said. He referenced the solid alliance between the two countries as tried in the Korean War. “On this platform, we have been making remarkable progress for the past 70 years, in every field including politics, economy, culture and people-to-people exchanges,” he said. “In the meeting I just had with the President, there were plenty of productive discussions on ways to elevate our long-standing friendly relations to an even higher level in a future-oriented way and to establish regional peace together,” Moon said. “In addition, I hope your visit will provide the impetus for further developing not only the bilateral relations between Korea and the Philippines, but also the relations between Korea and ASEAN. Indeed, next year marks the 30th anniversary of the establishment of our dialogue relations,” Moon told Duterte.

Meanwhile, Department of Agriculture Secretary Emmanuel Pinol said the Memorandum of Understanding (MOU) he signed with his counterpart Kim Hyeon-soo “is the first inclusive agreement on agricultural collaboration, will now aid as the mother document of all subsequent collaboration agreements.”

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